Imports join U. S. makes in May sales dip of 33 pct.

By Jenny L. King
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The U. S. new-car market skid accelerated in May with both the domestic and import auto makers reporting substantial sales drops. The domestic industry was operating at the sales level of some 20 years ago, with a daily selling rate of only 19,170 for the 26 days of May, compared with a healthier 30,654 a year ago.

Combined new-car sales totaled 695,606 in May, down 33.86 percent from the 1,051,782 reported in 1979, and less than

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that year's domestic figure alone. The 1980 domestic total was 498,425, down 37.46 percent from 797,008, and was the worst May total since the 398,707 reported in 1958. During the last major recession, 1974-75, May sales were 766,443 and 602,789, respectively.

The 1979-80 recession, which has been tormenting the domestic car makers for the last 15 months, finally reached the import market in force in May. Sales of new imports dropped to 197,181, down 22.61 percent from 254,774 a year earlier. Import sales have been down the past three months, but not to this extent.

Despite the decline, import penetration continued to shatter records. The 28.35-percent share of U. S. new-car sales taken by imports was the highest for any month ever. In May last year, imports accounted for 24.22 percent.

• Among imports, the only leading nameplate which boosted sales from a year earlier was Honda. Other makes which experienced increases were Renault, Alfa Romeo and Lancia. A new entry, Rover, joined the import ranks in May.

For the first five months of 1980, import sales totaled 1,059,877, up 0.88 percent from 1,050,636 last year. Import penetration in the first five months was 26.85 percent, compared with 21.91 percent last year.

Domestic year-to-date sales through May 31 were 22.88 percent behind 1979. The combined year-to-date total (U. S. and import) was 3,948,132, down 17.68 percent from 4,795,915 a year ago.

All of the five major domestic auto makers were down in May, traditionally a strong month for both domestic and import sales. General Motors sales dropped 34.01 percent, to 310,074 from 469,906 last year. Ford sales plunged 41.92 percent, to 116,548 from 200,679. Chrysler reported a sales drop of 51.28 percent, to 45,594 from 93,579.

Even Volkswagen of America and American Motors, which had been riding out the storm successfully this year, reported sales declines in May. VWoA Rabbit sales dropped 10.56 percent, to 14,406 from 16,106 last year, and AMC sales dropped 29.48 percent, to 11,803 from 16,738.

General Motors sales accounted for 62.21 percent of the domestic market, up from 58.96 percent a year ago. Ford earned 23.38 percent, down from 25.18 percent. Chrysler cornered 9.15 percent, down from 11.74 percent but up slightly from its 8.78 percent of the April, 1980, market. VWoA earned 2.89 percent, up 2.02 percent last year, and AMC climbed to 2.37 percent from 2.10 percent in 1979.

• All of the U. S. makes reported sales declines in May, ranging from Buick's 8.53-percent drop to Chrysler's 55.43-percent plunge.

Chrysler's other makes, Dodge and Plymouth, were down 50.55 percent and 49.25 percent, respectively, from last year.

Ford sales were off 39.25 percent; Mercury was down 50.07 percent, and Lincoln slipped 41.21 percent.

Buick has managed to sell at near-1979 levels this year; its sales were off only 8.53 percent for May and 6.08 percent for all of 1980. Cadillac sales dropped 33.64 percent in May from a year ago; Oldsmobile was down 33.77 percent, Chevrolet dropped 35.23 percent, and Pontiac was down 49.77 percent.

Third-period domestic sales were down 37.77 percent, to 201,384 from 323,612 last year. The

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Model breakdown

Auction averages

	June To Date	May	April
1980	$5,865	$6,050	$6,322
1979	4,666	4,610	4,940
1978	3,324	3,498	3,441
1977	2,771	2,578	2,642
1976	2,160	2,177	2,052
1975	1,788	1,662	1,737
1974	1,171	1,203	1,234
1973	1,072	1,007	1,037
OVERALL AVERAGE	$3,207	$3,183	$3,102

DOMESTIC CAR SALES

	May 21 to May 31, 1980	Same Period, 1979	May, 1980	Same Month, 1979	Jan. 1 to May 31, 1980	Same Period, 1979
Spirit	.....	.....	4,564	5,284	24,352	19,490
Concord	.....	.....	5,464	10,600	29,443	36,985
Pacer	.....	.....	262	854	1,381	3,763
Eagle	.....	.....	1,513	.....	12,610	.....
AMERICAN MOTORS*	5,400†	5,200†	11,803	16,738	67,786	60,238
Horizon	3,058	6,254	7,776	13,642	59,884	80,308
Volare	2,890	6,898	7,171	18,213	37,513	75,173
Voyager	.....	375	.....	887	.....	4,318
Fury	.....	102	.....	290	.....	2,037
Plymouth	856	.....	1,818	.....	7,125	.....
Total Plymouth	6,804	13,629	16,765	33,032	104,522	161,836
LeBaron	1,859	4,301	4,357	11,073	28,864	42,422
Cordoba	1,323	1,626	3,265	3,848	20,539	21,303
Chrysler	1,145	3,263	2,513	7,821	14,709	39,473
Total Chrysler	4,327	9,190	10,135	22,742	64,112	103,198
Omni	2,757	5,254	6,613	11,977	49,057	66,998
Aspen	2,338	4,032	5,597	11,995	27,769	50,627
Sportsman	.....	1,350	.....	3,203	.....	14,097
Diplomat	1,099	1,780	2,644	5,180	14,710	19,553
Monaco	.....	99	.....	259	.....	1,932
Mirada/Magnum	823	758	1,973	1,875	12,747	9,513
Dodge	884	1,289	1,867	3,316	8,884	12,747
Total Dodge	7,901	14,562	18,694	37,805	113,167	175,467
CHRYSLER CORP.	19,032	37,381	45,594	93,579	281,801	440,501
Pinto	6,240	7,392	13,912	19,552	65,858	94,943
Mustang	8,284	12,525	21,041	31,681	107,704	139,252
Fairmont	9,421	13,256	24,223	32,843	140,131	146,836
Club Wagon	.....	1,515	.....	3,702	.....	19,852
Granada	2,573	5,643	6,261	14,867	31,568	67,674
LTD II	131	920	360	2,358	2,076	17,603
Thunderbird	3,167	5,145	7,822	13,743	67,979	84,381
Ford	5,162	9,621	13,363	24,431	65,795	120,266
Ford Division	34,978	56,017	86,982	143,177	481,111	690,807
Bobcat	1,012	1,624	2,352	4,225	13,705	22,178
Zephyr	2,276	3,907	6,053	9,946	39,992	45,468
Monarch	1,043	2,363	2,457	6,140	11,928	27,715
Cougar	.....	68	.....	185	.....	2,854
XR-7	1,273	4,075	3,148	9,904	27,711	52,792
Capri	2,262	3,794	5,665	9,641	29,313	43,547
Mercury	1,719	3,045	4,205	7,790	23,636	42,264
Total Mercury	9,585	18,876	23,880	47,831	146,285	236,818
Versailles	196	409	437	1,064	2,542	6,204
Lincoln	1,089	1,925	2,559	5,032	12,983	32,533
Mark VI	1,145	1,331	2,690	3,575	15,695	23,536
Total Lincoln	2,430	3,665	5,686	9,671	31,220	62,273
L-M Division	12,015	22,541	29,566	57,502	177,505	299,091
FORD MOTOR	46,993	78,558	116,548	200,679	658,616	989,898
Skyhawk	192	927	503	2,042	3,957	8,546
Skylark	5,848	4,410	14,464	9,376	75,942	35,742
Century	5,149	2,088	12,291	4,540	60,670	23,229
Regal	6,133	10,405	14,306	23,299	77,185	114,239
LeSabre	2,971	4,169	6,535	10,567	38,779	60,680
Electra	1,781	2,264	4,420	6,182	24,190	38,446
Riviera	1,388	2,539	3,030	4,727	16,626	27,134
Buick Division	23,462	26,802	55,551	60,733	297,349	308,016
Seville	908	1,261	2,670	3,159	16,093	19,464
Cadillac	3,664	6,208	9,849	15,723	55,078	90,602
Eldorado	1,442	2,260	3,929	5,905	21,102	31,365
Cadillac Division	6,014	9,729	16,448	24,787	92,273	141,431
Chevette	10,803	18,599	26,604	42,538	175,783	167,731
Monza	5,083	6,380	11,898	14,778	63,658	71,465
Citation/Nova	12,368	14,057	31,689	34,088	171,264	99,432
Sportvan	.....	1,349	.....	2,797	.....	14,640
Camaro	4,073	9,108	10,409	21,248	53,708	106,768
Malibu	8,603	13,463	20,783	31,550	114,064	156,924
Monte Carlo	4,917	9,377	11,717	21,398	68,701	114,609
Chevrolet	8,454	16,791	18,667	36,300	129,232	204,434
Corvette	1,136	1,423	2,938	3,291	15,732	16,567
Chevrolet Division	55,437	90,547	134,705	207,988	792,142	952,570
Starfire	142	814	389	2,147	4,255	9,333
Omega	2,533	2,033	6,959	5,391	37,854	16,351
Cutlass	5,688	3,607	15,435	9,525	90,463	42,264
Supreme	7,456	16,057	19,395	40,899	108,274	180,244
Olds 88	4,397	8,363	11,419	22,031	65,879	109,946
Olds 98	1,951	2,747	4,919	7,515	29,157	42,226
Toronado	1,125	1,661	2,609	4,779	15,952	25,158
Oldsmobile Division	23,292	35,282	61,125	92,287	351,834	425,522
Sunbird	2,988	4,257	7,709	10,020	56,256	42,981
Phoenix	2,238	4,302	6,796	11,421	41,942	29,858
Firebird	2,826	7,165	7,613	17,662	39,545	81,904
LeMans	1,913	4,581	5,457	12,519	34,602	53,196
Grand Prix	2,582	6,470	6,915	16,443	45,980	74,862
Pontiac	2,829	5,919	7,755	16,046	48,015	73,905
Pontiac Division	15,376	32,694	42,245	84,111	266,340	356,706
GENERAL MOTORS	123,581	195,054	310,074	469,906	1,799,938	2,184,245
VOLKSWAGEN	6,378	7,419	14,406	16,106	80,114	70,397
DOMESTIC TOTALS	201,384	323,612	498,425	797,008	2,888,255	3,745,279
IMPORT TOTAL	.....	.....	197,181	254,774	1,059,877	1,050,636
INDUSTRY TOTALS	.....	.....	695,606	1,051,782	3,948,132	4,795,915

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

IMPORTED CAR SALES

	May, 1980	Same month, 1979	Five months, 1980	Same period, 1979
Alfa Romeo	367	364	1,396	1,669
Arrow	4,182	6,673	31,578	42,228
Audi	2,799	3,187	18,021	18,111
BMW	2,469	3,224	14,765	14,224
Challenger	956	1,464	6,490	7,090
Colt	3,783	9,266	29,204	30,596
Datsun	45,961	51,589	242,090	201,665
Fiat	3,026	6,167	19,805	26,188
Fiesta	4,740	8,609	31,703	33,666
Honda	37,430	34,642	159,071	162,764
Jaguar	204	372	1,154	1,867
Lancia	202	108	1,064	732
Mazda	12,758	17,751	61,003	63,333
Mercedes-Benz	3,510	5,067	20,004	22,033
MG	861	3,707	4,265	11,438
Opel	.....	2,295	.....	8,608
Peugeot	1,014	1,405	5,525	5,537
Porsche	703	1,435	4,678	5,977
Renault	2,092	1,195	10,509	7,343
Rover	30	0	33	0
Saab	824	1,259	5,641	6,621
Sapporo	855	1,555	5,107	6,154
Subaru	11,158	13,777	59,654	56,767
Toyota	45,468	58,291	263,390	212,160
Triumph	947	1,511	4,164	5,247
Volkswagen	7,105	14,842	36,119	73,763
Volvo	3,737	5,019	23,444	24,855
TOTAL	197,181	254,774	1,059,877	1,050,636

Imports join in sales decline

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May 21-31, 1980, daily selling rate was 22,376, compared with 35,957 a year ago.

In the overall market class breakdown for May, imports accounted for 28.35 percent, U. S. subcompacts were 13.91 percent, U. S. compacts were 22.27 percent, intermediates were 19.92 percent, standard-size were 11.14 percent and luxury models were 4.41 percent of the May total.

The domestic-only picture revealed subcompacts at 19.41 percent of the May market, compacts at 31.08 percent, intermediates at 27.80 percent, standards at 15.55 percent and luxury at 6.16 percent.

Top-selling U. S. nameplates in May were: Chevrolet Citation, 31,689; Chevrolet Chevette, 26,604; Ford Fairmont, 24,223; Ford Mustang, 21,041, and Chevrolet Malibu, 20,783. There were no full-size cars among the top five, which listed one intermediate, three compacts and one subcompact.

Top five for May, 1979, were: Chevette, Cutlass Supreme, full-size Chevrolet, Citation and Fairmont.

Domestic makers schedule 1,552,197 cars

Third quarter output to dip 6 pct.

Scheduled domestic auto production for the third quarter of 1980 is 1,552,197 units, slipping 6.04 percent from the 1,651,965 cars assembled by U. S. makers during the third-quarter of 1979.

Among the large companies, Ford Motor will experience the largest drop for the period. The third-quarter target for Ford is 276,000 units, down 35.34 percent from the 426,852 assembled by the Number Two auto maker in the third quarter last year.

Chrysler Corp. won't fare much better. The company's third-quarter target of 140,000 units is a 23.52 percent plunge from the 183,064 built during the comparable period last year.

American Motors' goal is 45,000 cars for the period, down 12.13 percent from 51,214 last year. General Motors expects to build 1,035,000 for the third quarter, up 8.95 percent from last year, and Volkswagen of America expects a 39.96 percent boost for the period—55,447 cars for the third quarter in 1980, versus 39,610 last year.

During June, makers expect to build 573,365 cars, skidding 30.64 percent from the 826,678 built during June, 1979. With the exception of Volkswagen (up 33.58 percent), all of the makers are anticipating huge declines for June.

May total production was the worst for that month in over 20 years. The makers built 527,346 units, plummeting 78.33 percent from the 940,448 assembled during May last year.

This week, with 12 plants closed, U. S. auto makers scheduled output of 125,272 units, down 2.35 percent from the 128,297 assembled during the previous holiday-shortened week, when all plants were working. The weekly target was down 37.38 percent from the 200,080 built during the equivalent week last year.

General Motors was the only company to schedule overtime last week. Working Saturday were GM Tarrytown and (N. Y.) and Oklahoma City, sources of GM's hot-selling X-cars.

Ford had seven plants down last week for inventory adjustment — Atlanta, Louisville, St. Louis, Lorain, Mahwah, San Jose and Wixom. Atlanta, Mahwah, St. Louis and San Jose reopened today (June 9). Louisville and Lorain will be back to work June 16 and Wixom will resume operations June 30.

Chrysler Corp. closed its Lynch Road assembly plant last week for one week for inventory adjustment. The company's Newark (Del.) and Jefferson Ave. plants remain down for conversion to K-car production. They will open in August.

General Motors closed its Pontiac home plant and its Fairfax plants last week. Pontiac was to reopen today (June 9) while Fairfax is scheduled to resume operations on June 16. In addition, GM announced that its Doraville plant would close for one week, beginning today (June 9).

An American Motors spokesman said the company's Kenosha plant would be open this week.

The breakdown for last week's production was: GM, 69.78 percent; Ford, 16.18; Chrysler, 8.10; Volkswagen, 3.49; AMC, 2.38, and Checker Motors, .07.

Truck build falls as Ford closes 7 assembly plants

U. S. truck production dipped 13.13 percent last week, a drop caused largely by Ford Motor, whose production was slashed in half by plant closings.

The truck makers scheduled output of 21,906 units last week, down from the 25,217 built during the previous week's holiday-shortened period and 69.23 percent below the 71,202 assemblies of the equivalent 1979 week.

Ford had seven plants closed last week — Lorain and Ohio (van), Kansas City, Louisville, Michigan, Norfolk and Twin Cities. Those plants will reopen June 16.

This week, Ford Motor will have nine truck plants closed. San Jose and Kentucky will join the downtime list today (June 9). Kentucky will reopen with the other plants on June 16, while San Jose will remain closed until June 23.

Meanwhile, American Motors reopened its Toledo Jeep plant last week following a month of downtime.

General Motors closed its St. Louis truck plant last week for two weeks. In addition, the company's Janesville truck and Lordstown van plants will close for one week beginning today (June 9). All three plants are due to reopen June 16.

General Motors has shuffled its production schedule at the Pontiac home plant, cutting total output 11 percent. Beginning today (June 9), the plant will build 528 vehicles per day, down from 592 per day. Heavy-duty and medium and one-ton cab/chassis output has been cut, while P-model, school bus and steel-tilt output has been increased slightly.

Canadian cars up 30 pct. for week but can't meet '79

Canadian auto production was targeted at 16,188 last week, a 30.91 percent jump from the previous week's output of 12,366 units when General Motors had closed its Oshawa plant.

Although weekly output was up sharply, it still represented a 33.62 percent plunge from the 24,395 assemblies of the comparable 1979 week.

Truck makers last week slated output of 9,931 units, up 37.28 percent from the 6,987 of the previous week but down a whopping 42.13 percent from the 15,835 built during the equivalent week last year.

General Motors last week reopened one of two lines building full-size cars at its Oshawa plant. The second line was scheduled to reopen today (June 9). The GM Scarborough van plant will reopen June 16 following a three-week shutdown.

Ford Motor's Windsor plant remained down last week and a spokesman said it would "probably" be closed this week also. Chrysler Corp. cut back to a one-shift operation May 26 at its Windsor plant, source of Cordoba and Mirada.

Meanwhile, Chrysler's Pillette Rd. truck plant, source of vans, was moved from a one to a two-shift operation last week. The plant now builds 320 units per day.

Year-to-date, Canadian car makers have built 392,496 cars, down 23.13 percent from the 510,619 built during the equivalent 1979 period. Truck builders have assembled 249,731 vehicles, down 29.62 percent from the 354,854 of the comparable 1979 period.

U. S. CAR PRODUCTION

	Week Ended June 7, 1980	Same Week 1979	Week Ended May 31, 1980	May Total	Jan. 1, to June 9, 1979	Jan. 1, to June 7, 1980
AMERICAN MOTORS	2,978	4,650*	2,978	12,724	63,322*	80,431
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	10,150	24,335	13,230	69,357	444,843	298,443
Plymouth Total	4,200	9,631	5,941	31,213	178,786	136,226
Horizon	3,400	3,466	2,688	14,080	76,673	72,366
Volare	700	5,851	2,626	12,956	98,068	50,065
'80 Gran Fury			424	2,653		10,555
Caravelle	100	314	203	1,524	4,045	3,240
Chrysler Total	1,800	5,449	2,034	9,914	93,471	39,669
Chrysler		2,214	535	1,917	40,248	9,093
LeBaron	1,800	3,235	1,499	7,997	53,223	30,576
Dodge Total	4,150	9,255	5,255	28,230	172,586	122,548
Omni	2,800	3,243	2,208	11,552	68,366	63,481
St. Regis		954	337	2,239	14,633	8,498
Diplomat	1,000	1,418	750	4,680	24,710	14,674
Aspen	350	3,640	1,960	9,759	64,877	35,895
FORD MOTOR	20,275	44,395	31,953	106,793	1,114,947	600,621
Ford Division	15,812	30,779	24,645	80,444	707,472	440,442
Pinto	3,574	3,923	2,869	10,873	85,647	48,375
Mustang II/Mustang	4,225	8,311	4,929	21,623	177,554	120,612
Fairmont	2,561	5,660	5,693	28,421	87,279	125,537
Granada	3,454	4,591	2,492	8,897	79,121	38,635
LTD II		879			21,221	
Thunderbird	1,998	6,891	5,718	5,718	158,123	66,033
Ford		524	2,944	4,912	98,527	41,250
L-M Division	4,463	13,616	7,308	26,349	407,475	160,179
Mercury Total	4,463	10,705	6,262	23,602	311,100	144,288
Bobcat	432	1,140	343	1,946	22,811	9,690
Capri	1,215	2,565	1,213	6,352	52,627	34,752
Zephyr	1,416	1,522	1,343	7,905	32,551	40,621
Monarch	1,400	1,570	1,362	4,139	40,125	13,332
Cougar/XR7		3,908	977	977	98,573	21,955
Mercury			1,024	2,283	64,413	23,938
Lincoln Total		2,911	1,046	2,747	96,375	15,891
Lincoln		1,610	470	1,054	48,169	5,880
Versailles		1		418	8,724	1,861
Mark VI		1,300	576	1,275	39,482	8,150
GENERAL MOTORS	87,409	123,061	76,472	320,159	2,612,818	1,958,004
Buick Division	16,134	18,897	14,885	67,037	389,531	388,154
Skyhawk		605			11,152	
Skylark/'79-'80	4,609	3,047	3,896	19,002	30,964	104,209
Century	3,650	1,242	3,128	17,037	25,712	85,164
Regal	4,520	6,522	4,071	19,488	135,646	101,640
Buick	2,200	5,944	2,868	7,791	153,026	73,986
Riviera	1,155	1,537	922	3,719	33,031	23,155
Cadillac Division	3,841	8,277	2,911	11,659	203,109	99,511
Seville	410	974	351	1,916	25,962	17,486
Cadillac	2,141	5,426	1,538	6,188	134,745	56,221
Eldorado	1,290	1,877	1,022	3,555	42,402	25,804
Chevrolet Division	36,956	51,543	28,946	140,744	1,100,558	818,484
Chevette	8,947	9,434	7,279	37,616	177,985	204,837
Monza	4,162	3,445	3,827	17,374	70,604	77,515
Camaro	2,540	6,188	2,048	10,020	139,318	60,961
Nova/Citation	10,133	7,109	7,222	40,797	96,095	216,224
Malibu	6,769	8,628	4,859	21,103	197,781	124,978
Monte Carlo	1,205	4,234	1,244	5,329	126,437	52,649
Chevrolet	2,400	11,519	1,828	5,153	270,409	60,987
Corvette	800	986	639	3,352	21,929	20,333
Oldsmobile Division	17,903	26,289	18,135	59,374	542,106	380,329
Starfire		458			9,654	
Omega/'79-'80	2,258	1,340	2,867	10,204	14,950	55,873
Cutlass	10,820	13,354	9,375	33,176	265,692	187,668
Oldsmobile	4,000	9,769	5,075	13,336	219,750	116,979
Toronado	825	1,368	818	2,658	32,060	19,809
Pontiac Division	12,575	18,055	11,595	41,345	377,514	271,526
Acadian†	650	378	400	2,844	9,532	12,312
Sunbird	3,218	2,280	3,227	13,541	45,943	69,031
Phoenix/'79-'80	3,208	1,937	2,033	12,616	27,395	62,734
Firebird	1,540	4,793	1,119	4,731	104,453	40,416
LeMans	2,369	2,093	1,757	3,946	48,479	27,453
Grand Prix	1,590	2,501	1,394	1,394	50,347	26,952
Pontiac		4,073	1,665	2,273	91,365	32,628
VOLKSWAGEN	4,375	3,554	3,594	17,982	73,418	90,673
CHECKER	85	85	70	331	2,078	1,492
Total Cars, N. S.	125,272	200,080	128,297	527,346	4,311,426	3,029,664

CANADIAN CAR PRODUCTION

	Week Ended June 7, 1980	Same Week 1979	Week Ended May 31, 1980	May Total	Jan. 1, to June 9, 1979	Jan. 1, to June 7, 1980
CHRYSLER CORP.	2,152	4,272	1,600	4,748	65,442	29,901
FORD MOTOR	6,323	7,656	6,213	27,983	156,847	118,510
GENERAL MOTORS	7,488	12,287	4,305	41,482	284,302	239,057
VOLVO	225	180	248	945	4,028	5,028
Total Cars, Canada	16,188	24,395	12,366	75,158	510,619	392,496
N. American Cars	141,460	224,475	140,663	602,504	4,822,045	3,422,160
N. American Trucks	31,837	87,037	32,204	162,143	2,124,920	1,008,915
North American Cars and Trucks	173,297	311,512	172,867	764,647	6,946,965	4,431,075

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 7, 1980	Same Week 1979	Week Ended May 31, 1980	May Total	Jan. 1, to June 9, 1979	Jan. 1, to June 7, 1980
CHEVROLET	5,665	20,569	6,986	31,259	550,869	237,082
DODGE/PLYMOUTH	2,600	7,871	2,965	15,478	222,200	67,491
FORD	3,107	28,476	7,409	33,146	630,041	269,443
GMC	3,712	8,849	3,928	14,655	166,592	79,074
INTERNATIONAL	1,988	3,107	1,869	11,139	68,172	15,944
MACK	450	760	408	1,915	17,217	12,066
WHITE	175	248	136	641	5,993	3,534
JEEP	2,500			2,530	78,246*	38,333
AM CORP.	284	472*	284	604	11,066*	4,138
VOLKSWAGEN	625		512	2,540		12,799
MISCELLANEOUS	800	850	720	3,780	19,670	19,280
Total Trucks, U. S.	21,906	71,202	25,217	117,687	1,770,066	759,184

CANADIAN TRUCK PRODUCTION

	Week Ended June 7, 1980	Same Week 1979	Week Ended May 31, 1980	May Total	Jan. 1, to June 9, 1979	Jan. 1, to June 7, 1980
CHRYSLER CORP.	728	2,087	1,070	4,459	36,375	18,060
FORD MOTOR	4,296	6,040	3,680	16,411	132,327	88,421
GENERAL MOTORS	4,362	5,862	1,044	18,836	143,316	122,248
AMERICAN MOTORS		1,216	659	2,446	29,261	11,644
INTERNATIONAL	440	449	440	1,859	9,956	6,753
MACK	40	101	29	170	1,713	1,159
WHITE	65	80	65	275	1,906	1,446
Total Trucks, Canada	9,931	15,835	6,987	44,456	354,854	249,731
N. American Trucks	31,837	87,037	32,204	162,143	2,124,920	1,008,915

**—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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Automotive News

Detroit, June 16, 1980

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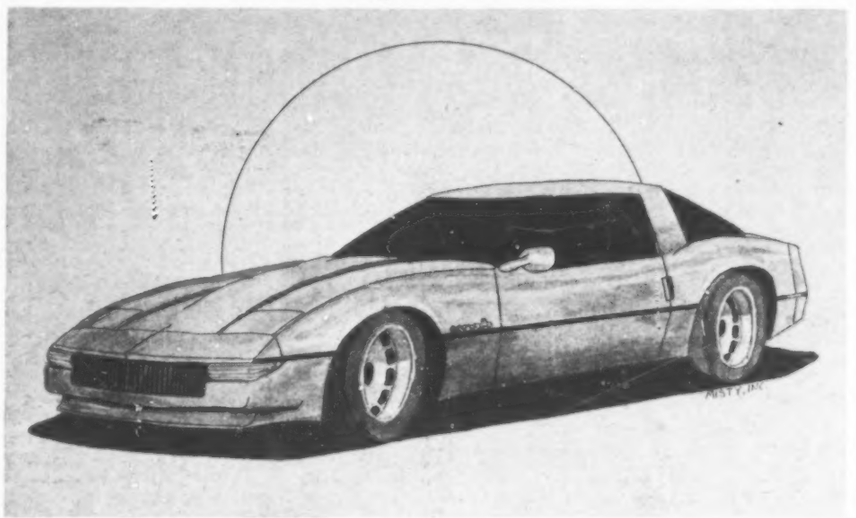
Catching the Corvette



Chevy revision due for 1983

Highly touted 1983 Corvette has a number of interesting design features. For example, the A-pillars are hidden behind the windshield and side glass, reminiscent of the rear-window treatment of the Mazda RX-7. This gives the new Vette the appearance of wraparound front glass, long a trademark of Corvette styling studies. It is expected to be the only 1983 General Motors model to be powered by a V-8. This drawing was based on a sneak peek at a mock-up.

New-car stocks jump to 83 days, a June 1 record

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory soared in May to the highest June 1 days-supply level in history, AUTOMOTIVE NEWS records indicate, although the unit count continued to decline.

The industry opened June with an 83-day supply of U. S.-built new cars, compared with a 66-day supply a year earlier, and a 76-day stockpile on May 1.

A measure of how badly the new-car market has sagged is the fact that the 83-day supply consisted of 1,597,866 units, while last year's 66-day supply included 2,033,997 and was riddled by shortages of small cars. The industry has no shortages to worry about this year.

All five U. S. corporate makers saw their days-supply figures increase during May, although General Motors managed to trim its unit count slightly from May 1 levels.

• GM had a 74-day supply June 1, compared with a 66½-day level May 1. Dealers have finally built a small stockpile of X-body cars, although the Buick Skylark supply was still meager. Other than the X-bodies, GM's stocks were more than ample.

Ford Motor Co.'s inventory changed little during the month as that maker opened June with a 94-day supply, up slightly from 93 days a month earlier.

Chrysler Corp. has a staggering 134-day stockpile June 1, up from 121 days May 1. As is obvious from the totals, neither Ford nor Chrysler had any problem with shortages. Even Omni and Horizon stocks were heavy.

American Motors had a 100-day supply as June opened, up from 77 days a month earlier. Volkswagen of America boosted its stockpile of U. S.-built Rabbits from 28 days to a 40-day supply June 1.

The June 1 domestic inventory was divided this way: GM, 55.42 percent; Ford Motor Co., 25.60 percent; Chrysler Corp., 14.73 percent; AMC, 2.86 percent, and VWoA, 1.39 percent.

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A month earlier, the new-car inventory was divided as follows: GM, 56.23 percent; Ford Motor Co., 25.76 percent; Chrysler Corp., 13.99 percent; AMC, 2.83 percent, and VWoA, 1.19 percent.

• By size class, the stockpiles of standards and luxury units were lighter than a month earlier, and subcompacts were in slightly heavier supply than compacts.

On June 1, the industry had a 93-day supply of standards, down from 108 days a month earlier, and a 76-day stock of luxury cars, down from 84 days.

On the other hand, it had a 73½-day supply of subcompacts, up from 55 days a month earlier, and a 72½-day stock of compacts, up from 64 days. Inter-

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He wants them more flexible, less burdensome

Carter asks study of regulations

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — At week's end, President Carter was asking heads of regulatory agencies to speed up finding and using ways to make regulation more flexible and less burdensome to the affected industry.

This is a followup of an executive order issued two years ago to improve government regulation.

The regulators then came up with innovative approaches, some of which are now in place. Now, the White House Regulatory Council has completed its assessment and developed a blueprint for wider application.

EPA Administrator Douglas Costle heads the Regulatory Council and Susan King, head of the Consumer Product Safety Commission, is second in command.

In looking at alternatives to increase flexibility and transfer some decisions from the government to the private sector, the Regulatory Council found eight promising techniques. But the council conceded that while these may be more cost-effective, they are not always appropriate where public health and safety are concerned.

As far as the auto industry is concerned, they may not be possible in some instances because of the governing statutes—Clean Air or EPCA, where numbers and sometimes procedures are cast in legal concrete.

But wherever possible, the Carter Administration, guided by the Regulatory Council, wants the agencies to allow private ingenuity to work rather than rigid government procedures.

• Eight promising techniques endorsed by the council are: Marketable rights; economic incentives; performance - based standards; market-oriented compliance measures; reduction of barriers to competition; information disclosure; voluntary standard setting, and adjustment of standards to distinguish among categories of regulated entities ("tiering"). Not all of these can be applied to auto safety, emissions control, fuel economy or possibly noise regulations.

NHTSA, of course, under its law must write performance standards—not design standards. The theory is—as with the market-oriented approaches — that the manufacturers can use whatever approach meets the standard.

The seat-belt standard is the only one generally conceded not

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Ford faces peak recall: 16 million automatics

WASHINGTON. — NHTSA is taking steps toward recalling about 16 million Ford 1973 through 1979 vehicles because of automatic transmissions NHTSA says slip to reverse from park despite the feel and the indication the vehicle is in park.

It would be the largest recall in automotive history.

Like the famous Pinto fuel tank case, this is a design defect matter. NHTSA said it has had some 23,000 complaints from Ford owners. It said 98 fatalities have been attributed to the defect, alone enough for an initial finding [illegible]

Roger Maugh, Ford's automotive safety director, responded in the wake of NHTSA's move.

He said the firm has told the agency its findings are based on faulty analysis and inaccurate and inadequate information. There is no design defect and there is no fundamental difference between Ford's transmission and those in millions of other U. S., European and Japanese cars, he said.

"There is absolutely no reasonable or scientific basis for their misconceptions and we are frankly appalled by unsubstan-

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breaking news

$1,000 rebates offered on Lincolns

DETROIT—Lincoln-Mercury has announced it will give $1,000 cash rebates to purchasers of Continental Mark VI, Lincoln Continental and Versailles cars through July 31. Customers who buy or lease 1979 or 1980 models of these car lines will receive $1,000 directly from Ford Motor Co., or they can apply the rebate amounts to their downpayments.

Ford to build engine plant in Mexico

DEARBORN. — Ford of Mexico will build a $365-million plant in Mexico to manufacture a new family of four-cylinder engines. Beginning in the 1984 model year, the plant will produce engines for smaller U. S., Canadian and Mexican vehicles. Construction is expected to begin later this year. Ford expects Mexico to be an excellent automotive growth area for the next several years.

Chrysler moves nearer money

WASHINGTON. — Today (June 16) marks the beginning of the exchange of legal documents needed before Chrysler Corp. can have access to the first $500 million of federal loan guarantees voted by Congress last December. The Loan Guarantee Board meets June 18 and hopes to be able to reaffirm the conditional approval granted on May 10.

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truck industry news

Sharp declines hit all segments of the market

May sales are lowest since 1971

High interest rates and the slumping economy caused retail sales of new trucks in May to fall to their lowest level for the month in almost a decade, with sharp declines in all segments of the market.

During the month, the nation's franchised dealers and factory outlets retailed 196,864 units, a decline of 38.4 percent below last year's 319,660 and 3 percent below the April total of 202,969 units.

Industry totals include the captive Japanese-built compact pickups—the Ford Courier, Chevrolet LUV, Dodge D-50 and Plymouth Arrow—and the non-captive units — Datsun, Toyota and Mazda.

In May, 1971, domestic dealers retailed only 173,142 units, according to the Motor Vehicle Manufacturers Assn. At that time, Ford and Chevrolet had not started to import the Courier and LUV, and the non-captive sales were far below today's levels.

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The five-month total was down 29.6 percent from last year, from 1,604,473 in 1979 to 1,129,391.

In May, the compact pickups trailed year-earlier sales for the second consecutive month after showing impressive gains each month since the conventional light-truck market hit the skids toward the end of the first quarter of 1979.

• Dealers retailed 39,286 compacts in May, off 22.8 percent from last year's 50,875. In April, sales of these vehicles were down 10 percent, from 46,566 in 1979 to 41,921 units.

For the January-May period, however, sales of the compacts showed an increase of 10.3 percent, rising to 231,069 units from the year-earlier 209,465. Much of the gain was due to the entry of the Volkswagen compact pickup in volume in 1980.

In May, according to preliminary MVMA figures, factory outlets and dealers franchised by domestic manufacturers retailed 176,340 units, a decline of 39 percent from the year-ago 289,059 units.

Five-month sales dropped 33.9 percent to 992,874 units, compared with 1,502,656 in the comparable period a year ago.

Medium trucks were the biggest losers in volume in May from a percentage standpoint for the second straight month. Sales totaled 6,077 units, off 56.8 percent from last year's 14,068.

Light trucks retailed by domestic outlets were down 38.3 percent, from 253,441 units in 1979 to 156,401. During the month, 13,862 heavy trucks were sold, a drop of 35.7 percent from last year's 21,550.

• On June 1, according to the MVMA estimates, there were 728,156 unsold vehicles in the hands of domestic retailers, 29.4 percent lower than the 1,030,976 units in inventory at the same time in 1979.

Stocks of light and medium trucks were down sharply from

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